
GENIE LESLIE

WRITER

Preferred pronouns: she/her
genie@genieleslie.com // 662-417-9327
<https://www.genieleslie.com/>

SKILLS

Storyteller in any format:
campaigns, banners, scripts,
manifestos, emails,
newsletters

Conceptual, strategic, and cross-
discipline thinker

Skilled presenter

Adobe Experience Manager,
InDesign, Photoshop

Google Suite

Expert copyeditor, Chicago/AP

AWARDS

Semifinalist, ScreenCraft Feature
Competition 2023

Quarterfinalist, TSL Screenplay
Competition 2023

EDUCATION

University of Mississippi
B.A. English, 2007-2011

NYU Professional Studies,
Screenwriting course, 2017

EXPERIENCE

FREELANCE WRITER

Genie Leslie, LLC // Seattle, WA // Aug. 2021 – Present

- Scripted videos and oversaw production for agency clients
- Developed social media voice and presence for tech brand
- Served as strategic and visual partner to clients and collaborators

SENIOR COPYWRITER (CONTRACT)

Starbucks // Seattle, WA // March – Aug. 2021; July 2022 – Dec. 2023

- Led writing across 5 Starbucks app games, managing brand voice, stakeholder feedback, and legal changes across each game and 100+ marketing assets
- Conceptualized and wrote partnered, owned channel campaigns
- Collaborated with designers and production team to create photo shoot assets
- Wrote gift cards, social posts, in-store signage, and more

SENIOR COPYWRITER

Wunderman Thompson // Seattle, WA // May 2019–March 2021

Copywriter // March 2015–May 2019

- Served as lead writer for multiple clients: Washington's Lottery, Goalkeepers, Microsoft CRM
- Wrote for websites, scripts, social media, and branded content
- Pitched multiple new business opportunities, collaborating with a team to concept, write, and present campaign ideas
- Directed talent: livestream Q&A, voiceover recording sessions
- Created and maintained brand voice and style guidelines
- Supervised interns and junior writers

CONTENT EDITOR

Amazon // Seattle, WA // May 2014–March 2015

- Reviewed and edited textbooks and children's books using InDesign and HTML
- Collaborated with team members to improve efficiency in the QA process

MANAGING EDITOR, *PRINCETON HEALTH*

Nautilus Publishing Co. // Remote, Seattle, WA // Jan. 2013–May 2014

- Coordinated writers, proofreaders, and designers while managing deadlines
 - Edited all content for PHCS style and voice as well as clarity and grammar
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